September 14, 2022

Sundar Pichai
Chief Executive Officer
Alphabet Inc.

Christopher Phillips
VP & General Manager, Geo
Google

Dear Mr. Pichai and Mr. Phillips:

We are writing to ask that Google stop accepting advertisements from anti-abortion clinics, including Crisis Pregnancy Centers, due to their intentionally misleading and harmful impacts on people seeking reproductive health services.

As you know, the Supreme Court’s ruling on *Dobbs v. Jackson Women’s Health Organization* opened the door for states across the country to enact restrictions on abortion care, including outright bans and criminalization.

We believe Big Tech companies like Google have the power to protect their users from disinformation, misinformation, privacy intrusions, and harassment when they utilize your search and location services, including Google Maps and Google search.

We are deeply concerned that Google’s recent announcement attempting to differentiate health care facilities that offer abortion services and “crisis pregnancy centers,” which often mislead women in order to prevent them from obtaining abortion care, is not sufficient.

A recent *Bloomberg News* article describes how Google Maps “routinely misleads people looking for abortion providers.” According to their analysis, “When users type the words ‘abortion clinic’ into the Maps search bar, crisis pregnancy centers account for about a quarter of the top 10 search results on average across all 50 US states, plus Washington D.C., ….. In 13 states, including Arkansas, South Carolina and Idaho where the procedure is newly limited, five or more of the top 10 results were for CPCs, not abortion clinics.”

A separate analysis from the Center for Countering Digital Hate found that across 13 “Trigger Law” states, 37% of all Google Maps results presented anti-abortion centers as if they were abortion care providers. In response to those findings, more than 20 members of Congress sent you a letter, dated June 17, 2022, requesting you take action.

While we believe your recent policy labeling whether or not an establishment provides abortion is a step in the right direction, it is our firm belief Google must do more to protect those seeking reproductive health services from deceptive anti-abortion groups.

Allowing anti-abortion centers to place ads on your platforms that steers unsuspecting people into the hands of those who will deny them care is unethical. The best way to prevent this is to
remove and ban intentionally misleading advertisements sponsored by anti-abortion clinics and centers, especially crisis pregnancy centers.

Over 650 of your employees have requested that Google take immediate action to protect access to abortion care, including data protections and “fixing misleading search results related to abortion services by removing results for fake abortion providers.” In response to your recent labeling announcement, Alphabet Workers Union reiterated that the labels do not go far enough; you must remove misleading results about abortion care from Google Search and Google Maps.

We implore you to take all necessary precautions and ensure that none of Google’s platforms or businesses--including Google Maps and Google Search--can be used by the anti-abortion movement to mislead, harm, and misdirect people away from reproductive health and abortion care. You can accomplish this by removing and banning advertisements from anti-abortion clinics and centers. Until further action is taken, people seeking reproductive health care services, like abortion, will be vulnerable to harassment, manipulation, and have difficulty receiving necessary healthcare.

Thank you for your attention to this urgent matter.

Sincerely,

Advocacy Organizations:

UltraViolet
2+ Abortions Worldwide
A Woman's Choice of Charlotte, Greensboro, Raleigh, & Jacksonville
Abortion Access Front
Abortion Care Network
Abortion Conversation
Abortion On Demand
ACCESS Reproductive Justice
Advocates for Youth
American Humanist Association
Apiary for Practical Support
Avow Texas
Blue Mountain Clinic
Center for Countering Digital Hate
Chico Feminist Women's Health Center
Cobalt Advocates
Colorado Organization for Latina Opportunity and Reproductive Rights (COLOR)
Conversations for Political Change
Delaware NOW (National Organization for Women)

Doctors for America
Equity Forward
ERA Coalition
FL National Organization for Women
Friends of the Earth
Frontera Fund
Gen-Z for Change
Gender Justice
Global Justice Center
Grandmothers for Reproductive Rights (GRR!)
Indivisible St. Louis
Ipas
Jane's Due Process
Kairos
National Birth Equity Collaborative
Nurses for Sexual and Reproductive Health
Oregonizers
Our Resilience
Physicians for Reproductive Health
Pro Choice Missouri
Pro-Choice Connecticut
Pro-Choice North Carolina
Pro-Choice Washington
ProgressNow New Mexico
Religious Coalition for Reproductive Choice
Reproaction
Reproductive Freedom Fund of New Hampshire
Reproductive Health Access Project
Reproductive Health Access Project
Reproductive Justice Action Collective (ReJAC)
Reproductive Rights Coalition
SHERo Mississippi
SIECUS: Sex Ed for Social Change
Society of Family Planning
South Texans for Reproductive Justice
SPARK Reproductive Justice Now, Inc.

Supermajority
The Florida Immigrant Coalition
The Tech Oversight Project
Training in Early Abortion for Comprehensive Healthcare (TEACH)
True North Research
Unitarian Universalist Association
United State of Women
United We Dream
UnRestrict Minnesota
We Testify
Women's March
Women's March Sussex - Delaware
Women's Medical Fund, Inc.
Women's Health Center of West Virginia
Yellowhammer Fund

Medical, Public Health Professionals, Practices, and Health Organizations:

Adam V Levy MD
Adeola Oni-Orisan, MD, PhD
Alicia Agnoli, MD
Alison Perry, DO
Andrew Jones, MD
Angeline Ti, MD MPH FAAFP
Austin Women's Health Center
Bethany Golden RN CNM
Bhavik Kumar, MD MPH
Blue Mountain Clinic
Caroline Rouse, MD
Cecilia Grande, MD, FACOG, NCMP
Christina Bourne, MD
Cindy Adam, CEO of Choix, MS, FNP-C
Colleen L. Quesnell DNP, APRN, WHNP-BC, ANP-BC, CNM
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Diane Horvath, MD MPH FACOG
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Jennifer Karlin
Jennifer Lincoln, MD, OB/GYN
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Joshua St. Louis, MD, MPH
Julia Lowenthal, NP
Julie Amaon, MD and Jessica Beaman, MD MPH
Julie Amaon, MD, Medical Director for Just The Pill/Abortion Delivered
Julie Jenkins, MD
Julie Johnston, MD, FAAFP
June M Fahrmann, MD
Kira Levy, MD
Kristie Monast, MS Ed